

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : S. Sean Moore et al.  
Application No. : 09/823,588 Confirmation No. : 6830  
Filed : March 30, 2001  
For : SYSTEM AND METHOD FOR METADATA-LINKED  
ADVERTISEMENTS  
Art Unit : 3688  
Examiner : Daniel Lastra

New York, New York 10036  
April 23, 2009

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Madam:

In reply to the final Office Action dated January 6, 2009, applicants hereby amend the above-identified patent application as follows:

**Amendments to the Claims** are reflected in the listing beginning on page 2 of this Reply to Office Action.

**Remarks** begin on page 17 of this Reply to Office Action.